

Message Text

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PAGE 01 TOKYO 06966 200855Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
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R 200819Z APR 78
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 7261

UNCLAS TOKYO 06966

E.O. 11652: NA
TAGS: BEXP, JA
SUBJECT: USDOC ASSISTANCE IN SOLICITING U.S. PARTICIPANTS
FOR JAPANESE DO-IT-YOURSELF INDUSTRY TRADE SHOW IN TOKYO
SUMMARY. REQUEST USDOC DISSEMINATE DETAILS OF JAPAN
DO-IT-YOURSELF (DIY) INDUSTRY ASSOCIATION SHOW TO U.S.
FIRMS. DIY ASSOCIATION IS SEEKING U.S. FIRMS TO PARTICIPATE
IN NOVEMBER, 1978 SHOW IN TOKYO. CLOSING DATE FOR
PARTICIPATION APPLICATION IS JUNE 30, 1978.
END SUMMARY.

1. MR. KOHICHI SAITOH, CHAIRMAN OF JAPAN DIY INDUSTRY
ASSOCIATION, RECENTLY VISITED EMBASSY TO REQUEST
EMBASSY/USDOC ASSISTANCE IN PUBLICIZING THE ASSOCIATION'S
NOVEMBER, 1978 DIY SHOW. DIY ASSOCIATION IS SEEKING
PARTICIPATION OF U.S. FIRMS IN DO-IT-YOURSELF PRODUCT
LINES. DETAILS ON SHOW AS FOLLOWS:

- TITLE: JAPAN DO-IT-YOURSELF SHOW
- PLACE: TOKYO INTERNATIONAL TRADE CENTER, HARUMI
- DATE: NOVEMBER 2-4, 1978
- BOOTH SIZE: 2.7 METERS BY 1.8 METERS

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- PARTICIPATION FEE: YEN 100,000 PER BOOTH
- CLOSING DATE FOR APPLICATION: JUNE 30, 1978
- CONTACT: MR. M. KURASHIGE
- MANAGING DIRECTOR

- JAPAN DIY INDUSTRY ASSOCIATION
- TOSHO BUILDING, 1-4-9, SHINKAWA
- CHUO-KU, TOKYO 104
- PHONE: 03-553-6397

- PRODUCT LINES: WOOD CUTTING TOOLS, CHEMICAL BONDING
- AGENTS, ELECTRIC PAINT SPRAYERS, HAND TOOLS ,
- GENERAL HARDWARE, FLOOR COVERINGS, WALL
- COVERINGS, GARDEN ITEMS, WOOD SURFACE
- CLEANERS (UTILIZING CHEMICAL METHODOR
- MECHANICAL METHOD), GLASS CUTTERS, GANG
- NAILS, WATER SOLUBLE PAINTS, PAINT ROLLERS,
- PAINT BRUSHES, PAINT PADS.

2. FYI, JAPAN DIY INDUSTRY ASSOCIATION CONSISTS OF 247 MEMBER FIRMS COMPOSED OF MANUFACTURERS (45 PCT), WHOLESALERS (26 PCT), RETAILERS (22 PCT), AND OTHERS (7 PCT). MR. SAITOH, CHAIRMAN OF ASSOCIATION, IS REGULAR MEMBER OF FOREIGN BUYER PROGRAM AND HAS BEEN ACTIVE BUYER OF U.S. PRODUCTS. TOTAL OF 75 JAPAN DIY INDUSTRY ASSOCIATION MEMBERS ARE PLANNING TO PARTICIPATE IN NOVEMBER SHOW, AND ARE SEEKING AMERICAN FIRMS TO JOIN THEM.

3. DIY ASSOCIATION HAS OBTAINED SUPPORT OF JAPANESE MINISTRY OF CONSTRUCTION, MINISTRY OF EDUCATION AND MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY, AS WELL UNCLASSIFIED

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AS SUPPORT OF AMERICAN EMBASSY, FOR THIS SHOW.

4. REQUEST USDOC PUBLICIZE THIS INFORMATION BY ALL APPROPRIATE MEANS. MANSFIELD

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Copy: SINGLE
Draft Date: 20 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Original Previous Classification: n/a
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Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
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Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2899437
Secure: OPEN
Status: NATIVE
Subject: USDOC ASSISTANCE IN SOLICITING U.S. PARTICIPANTS FOR JAPANESE DO-IT-YOURSELF INDUSTRY TRADE SHOW IN TOKYO
SUMMARY. REQUEST USDOC DISSEMINATE DETAILS OF JAPA
TAGS: BEXP, JA
To: COM
Type: TE
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